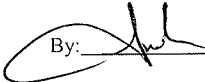


I hereby certify that this correspondence is being filed via  
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PATENT  
Attorney Docket No.: 16222U-016700US  
Client Ref. No.: P-00882

TOWNSEND and TOWNSEND and CREW LLP

By: \_\_\_\_\_  
Andrea Beck

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Corinne Bortolin et al.

Application No.: 10/676,382

Filed: September 30, 2003

For: SYSTEM AND APPARATUS FOR  
LINKING MULTIPLE REWARDS  
PROGRAMS TO PROMOTE THE  
PURCHASE OF SPECIFIC PRODUCT  
MIXES

Customer No.: 66945

Confirmation No. 9159

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed June 22, 2009, please enter the following  
amendments and remarks.